

What is claimed is:

1. In a home area network comprising a plurality of rendering devices and an advertisement manager, a method for selecting a targeted advertisement for insertion in a content stream, the method comprising:

identifying an active rendering device from among the plurality of rendering devices;

selecting, responsive to a profile associated with the active rendering device, a targeted advertisement for insertion in a content stream rendered on the active rendering device; and

inserting the selected targeted advertisement in the content stream,

wherein the selecting step is carried out by the advertisement manager.

2. The method of claim 1 wherein the profile associated with the active rendering device is updated by a profile application in the home area network.

3. The method of claim 1 wherein the home area network is located wholly on the customer premises side of a demarcation point marking a separation from a carrier network.

4. The method of claim 1 wherein the home area network is located wholly within or approximately adjacent to a customer premises.

5. The method of claim 1 further comprising:

determining the time of rendering of the content stream on the active rendering device; and

selecting the targeted advertisement additionally responsive to the determined time.

6. The method of claim 1 further comprising:

identifying a user viewing the content stream on the active rendering device; and  
selecting the targeted advertisement additionally responsive to the identified user.

7. The method of claim 1 further comprising:

receiving a user-entered program-control command; and  
selecting the targeted advertisement additionally responsive to the received  
user-entered program-control command.

8. In a home area network comprising a plurality of rendering devices and an advertisement manager, a method for selecting targeted advertisements for insertion in content streams, the method comprising:

identifying a first active rendering device from among the plurality of rendering devices;  
identifying a second active rendering device from among the plurality of rendering devices;  
selecting, responsive to a first profile associated with the first active rendering device, a first targeted advertisement for insertion in a first content stream rendered on the first active rendering device;  
inserting the first targeted advertisement in the first content stream approximately concurrently with either:  
a rendering, responsive to a second profile associated with the second active device, of a second targeted advertisement in a second content stream rendered on a second active rendering device, or  
a rendering of the second content stream on the second active rendering device,

wherein the selecting step is carried out by the advertisement manager, and each of the second content stream and the second targeted advertisement differs from the first targeted advertisement.

9. The method of claim 8 wherein the second targeted advertisement is selected by the advertisement manager.
10. The method of claim 8 wherein the home area network is located wholly on the customer premises side of a demarcation point marking a separation from a carrier network.
11. The method of claim 8 wherein the home area network is located wholly within or approximately adjacent to a customer premises.
12. In a home area network comprising a plurality of rendering devices and an advertisement manager, an apparatus for selecting a targeted advertisement for insertion in a content stream, the apparatus comprising:
  - means for identifying an active rendering device from among the plurality of rendering devices;
  - means for selecting, responsive to a profile associated with the active rendering device, a targeted advertisement for insertion in a content stream rendered on the active rendering device; and
  - means for inserting the selected targeted advertisement in the content stream.
13. The apparatus of claim 12 wherein the profile associated with the active rendering device is updated by a profile application in the home area network.
14. The apparatus of claim 12 wherein the home area network is located wholly on the customer premises side of a demarcation point marking a separation from a carrier network.
15. The apparatus of claim 12 wherein the home area network is located wholly within or approximately adjacent to a customer premises.

16. The apparatus of claim 12 further comprising:

means for determining the time of rendering of the content stream on the active rendering device,

wherein the means for selecting is additionally responsive to the determined time.

17. The apparatus of claim 12 further comprising:

means for identifying a user viewing the content stream on the active rendering device,

wherein the means for selecting is additional responsive to the identified user.

18. The apparatus of claim 12 further comprising:

means for receiving a user-entered program-control command,

wherein the means for selecting is additionally responsive to the received user-entered program-control command.

19. In a home area network comprising a plurality of rendering devices and an advertisement manager, an apparatus for selecting targeted advertisements for insertion in content streams, the apparatus comprising:

means for identifying a first active rendering device from among the plurality of rendering devices;

means for identifying a second active rendering device from among the plurality of rendering devices;

means for selecting, responsive to a first profile associated with the first active rendering device, a first targeted advertisement for insertion in a first content stream rendered on the first active rendering device;

means for inserting the first targeted advertisement in the first content stream approximately concurrently with either:

a rendering, responsive to a second profile associated with the second active device, of a second targeted advertisement in a second content stream rendered on a second active rendering device, or

a rendering of the second content stream on the second active rendering device,

wherein each of the second content stream and the second targeted advertisement differs from the first targeted advertisement.

20. The apparatus of claim 19 wherein the second targeted advertisement is selected by the means for selecting.

21. The apparatus of claim 19 wherein the home area network is located wholly on the customer premises side of a demarcation point marking a separation from a carrier network.

22. The apparatus of claim 19 wherein the home area network is located wholly within or approximately adjacent to a customer premises.

23. A computer-readable storage medium storing instructions that, when executed by a computer, cause the computer to perform, in a home area network comprising a plurality of rendering devices and an advertisement manager, a method for selecting a targeted advertisement for insertion in a content stream, the method comprising:

identifying an active rendering device from among the plurality of rendering devices;

selecting, responsive to a profile associated with the active rendering device, a targeted advertisement for insertion in a content stream rendered on the active rendering device; and

inserting the selected targeted advertisement in the content stream,

wherein the selecting step is carried out by the advertisement manager.

24. The computer-readable storage medium of claim 23 wherein the profile associated with the active rendering device is updated by a profile application in the home area network.

25. The computer-readable storage medium of claim 23 wherein the home area network is located wholly on the customer premises side of a demarcation point marking a separation from a carrier network.

26. The computer-readable storage medium of claim 23 wherein the home area network is located wholly within or approximately adjacent to a customer premises.

27. The computer-readable storage medium of claim 23, wherein the method further comprises:

determining the time of rendering of the content stream on the active rendering device; and

selecting the targeted advertisement additionally responsive to the determined time.

28. The computer-readable storage medium of claim 23, wherein the method further comprises:

identifying a user viewing the content stream on the active rendering device; and

selecting the targeted advertisement additionally responsive to the identified user.

29. The computer-readable storage medium of claim 23, wherein the method further comprises:

receiving a user-entered program-control command; and

selecting the targeted advertisement additionally responsive to the received user-entered program-control command.

30. A computer-readable storage medium storing instructions that, when executed by a computer, cause the computer to perform, in a home area network comprising a plurality of rendering devices and an advertisement manager, a method for selecting a targeted advertisement for insertion in a content stream, the method comprising:

- identifying a first active rendering device from among the plurality of rendering devices;

- identifying a second active rendering device from among the plurality of rendering devices;

- selecting, responsive to a first profile associated with the first active rendering device, a first targeted advertisement for insertion in a first content stream rendered on the first active rendering device;

- inserting the first targeted advertisement in the first content stream approximately concurrently with either:

- a rendering, responsive to a second profile associated with the second active device, of a second targeted advertisement in a second content stream rendered on a second active rendering device, or

- a rendering of the second content stream on the second active rendering device,

wherein the selecting step is carried out by the advertisement manager, and each of the second content stream and the second targeted advertisement differs from the first targeted advertisement.

31. The computer-readable storage medium of claim 30 wherein the second targeted advertisement is selected by the advertisement manager.

32. The computer-readable storage medium of claim 30 wherein the home area network is located wholly on the customer premises side of a demarcation point marking a separation from a carrier network.

33. The computer-readable storage medium of claim 30 wherein the home area network is located wholly within or approximately adjacent to a customer premises.

34. In a home area network comprising a plurality of rendering devices and a media server, an apparatus for selecting a targeted advertisement for insertion in a content stream, the apparatus comprising an advertisement manager part of or executing on the media server, the advertisement manager configured to:

identifying an active rendering device from among the plurality of rendering devices;

selecting, responsive to a profile associated with the active rendering device, a targeted advertisement for insertion in a content stream rendered on the active rendering device; and

inserting the selected targeted advertisement in the content stream.

35. A signal embedded in a medium representing data corresponding to a selected targeted advertisement, the data produced responsive to encoded instructions that when executed by a computer cause the computer to perform, in a home area network comprising a plurality of rendering devices and an advertisement manager, a method for selecting a targeted advertisement for insertion in a content stream, the method comprising:

identifying an active rendering device from among the plurality of rendering devices;

selecting, responsive to a profile associated with the active rendering device, a targeted advertisement for insertion in a content stream rendered on the active rendering device; and

inserting the selected targeted advertisement in the content stream,

wherein the selecting step is carried out by the advertisement manager.